

April 20, 2004 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

04PS0280

Genterprise Development
(Polo Place Shops)

Midlothian Magisterial District
Between Polo Place and Huguenot Road

REQUEST An amendment to an approved sign package, in order to allow all uses on this parcel to use current sign regulations.

RECOMMENDATION

Staff recommends approval with one (1) condition of the amended sign package for the following reasons:

- A. The proposed amendment complies with the Zoning Ordinance and conditions of zoning.
- B. This amendment will allow this user to enjoy the same amount of signage permitted by right to most other properties throughout the County, with the exception of freestanding signage, which should be used on a limited basis throughout the Belgrade development.

CONDITION

All signs shall be regulated by the Zoning Ordinance, as permitted by conditions of zoning, however no freestanding sign shall be permitted. Building-mounted signs must consist of channel letters, as used within the rest of the Belgrade development.

(Note: This condition overrides Condition 8 of the previously approved Belgrade sign package and shall only apply to the subject parcel.)

GENERAL INFORMATION

Associated Public Hearing Cases:

88SN0202 - The Woolfolk Companies
90PS0126 - Belgrade Plantation (Sign Package)

Applicant:

Genterprise Development

Location:

Terminus of Polo Place, also fronting on Huguenot Road. Tax ID 742-715-3191 (Sheet 2).

Existing Zoning and Land Use:

O-2 with Conditional Use Planned Development; Retail

Adjacent Zoning and Land Use:

North - O-2; Retail and vacant
South - A and C-3; Norfolk-Southern Railroad
East - R-40; Church
West - O-2; Medical offices

Size:

1.4 acres

BACKGROUND

Zoning and Sign Package History:

On January 25, 1989, the Board of Supervisors approved Case 88SN0202 to rezone the subject property to O-2 with Conditional Use Planned Development. At that time, the Board approved a Textual Statement with the following condition:

4.3 Although this project is not in the "overlay" district, we will comply with specific sections of the development requirements established in the current version of the "Special corridor overlay district standards," division 11.2, of the Chesterfield County Zoning Ordinance. The sections are listed below:

Sec.21-67.23 - Limitation of signs, however; if an overall coordinated sign package is submitted to the Planning Commission for approval, the Planning

Commission may modify the requirements provided that the applicant adhere to the spirit and intent of the sign district.

On February 20, 1990, the Planning Commission approved a sign package for the Belgrade development. At that time, the Commission imposed the following condition:

8. Signs for residential tracts within this project shall conform to the Countywide sign requirements and signs for the remaining tracts within the project shall conform to the Emerging Growth requirements for signs within Chapter 21.1 of the County Code. An exception shall be granted to permit a secondary freestanding project identification sign at the intersection of Promenade Parkway and Huguenot Road, not to exceed thirty (30) square feet in area or a height of six (6) feet. Individual freestanding signs to identify out parcel uses should be prohibited. (P)

It should be noted that the Corridor Overlay requirements, noted above, limit the sign area for each user to one-half ($\frac{1}{2}$) square foot of sign area for each one (1) foot of building frontage and does not allow any freestanding signage for out parcels.

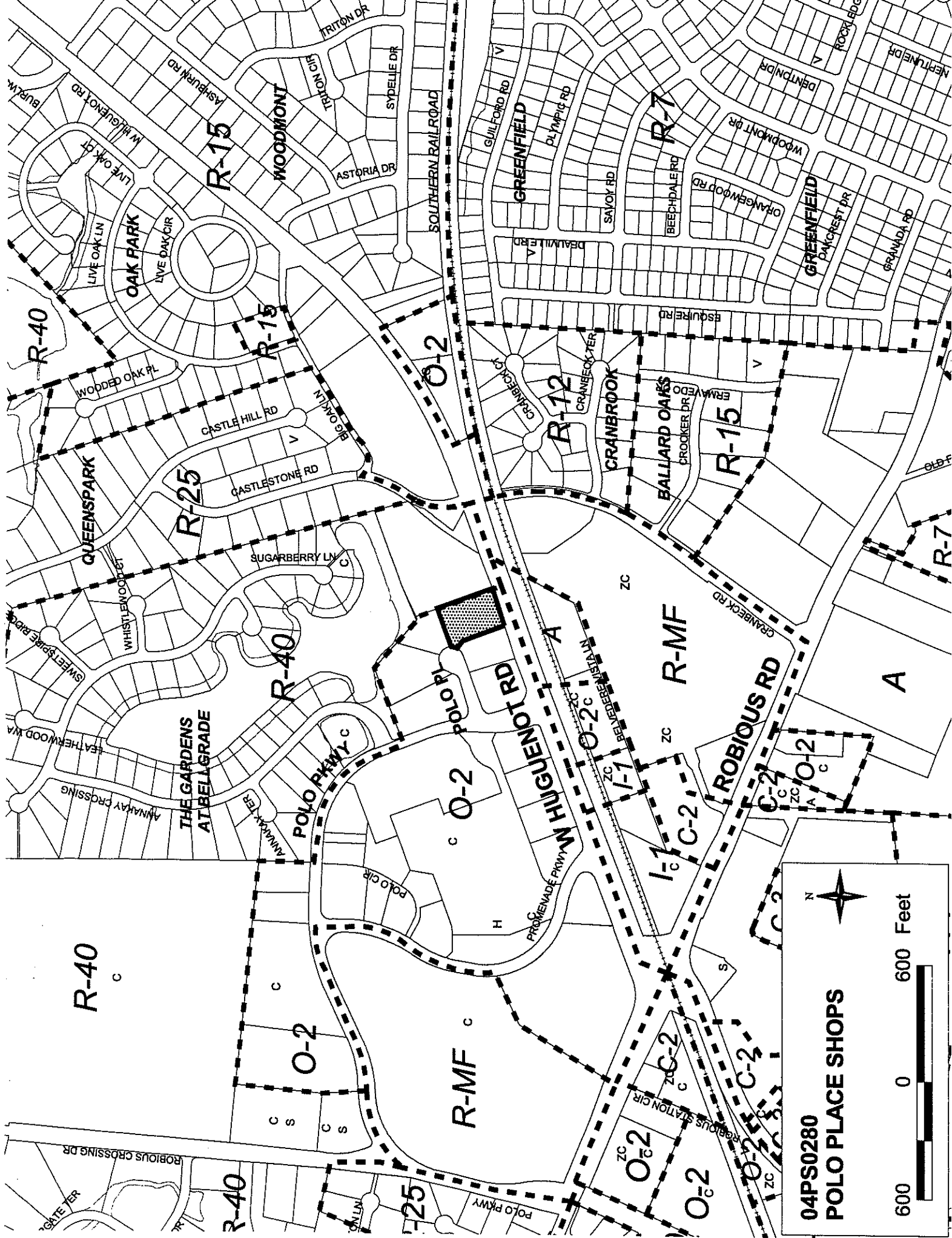
Current Proposal:

The applicant intends to delete Condition 8, mentioned above, and follow current Zoning Ordinance requirements, which would allow 1.25 square feet of sign area per linear foot of building frontage on the front and rear of the building. It should be noted that the deletion of Condition 8 would also make this building eligible for a freestanding sign of twenty (20) square feet and eight (8) feet in height.

While staff normally encourages the use of the current Sign Ordinance, when the Commission has the opportunity to do so, staff also recognizes the uniqueness of the Belgrade development and its image along Huguenot Road. This image is extremely consistent with a row of Willow Oak trees and a fence along the road frontage. There is also consistency in the limitation of freestanding signs to only the main project identification. However, the Commission approved Case 95PS0231 to permit a freestanding sign for a gas station so long as it only displayed gasoline pricing. Staff believes that the effect of the Oaks and fence would be negatively affected by the addition of freestanding signs and recommends that additional freestanding signs be discouraged.

CONCLUSIONS

This proposed package amendment conforms to the original condition of zoning. Staff believes that a freestanding sign for this building would be inappropriate. Staff therefore recommends approval of this amendment with one (1) condition.



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600 0 600 Feet

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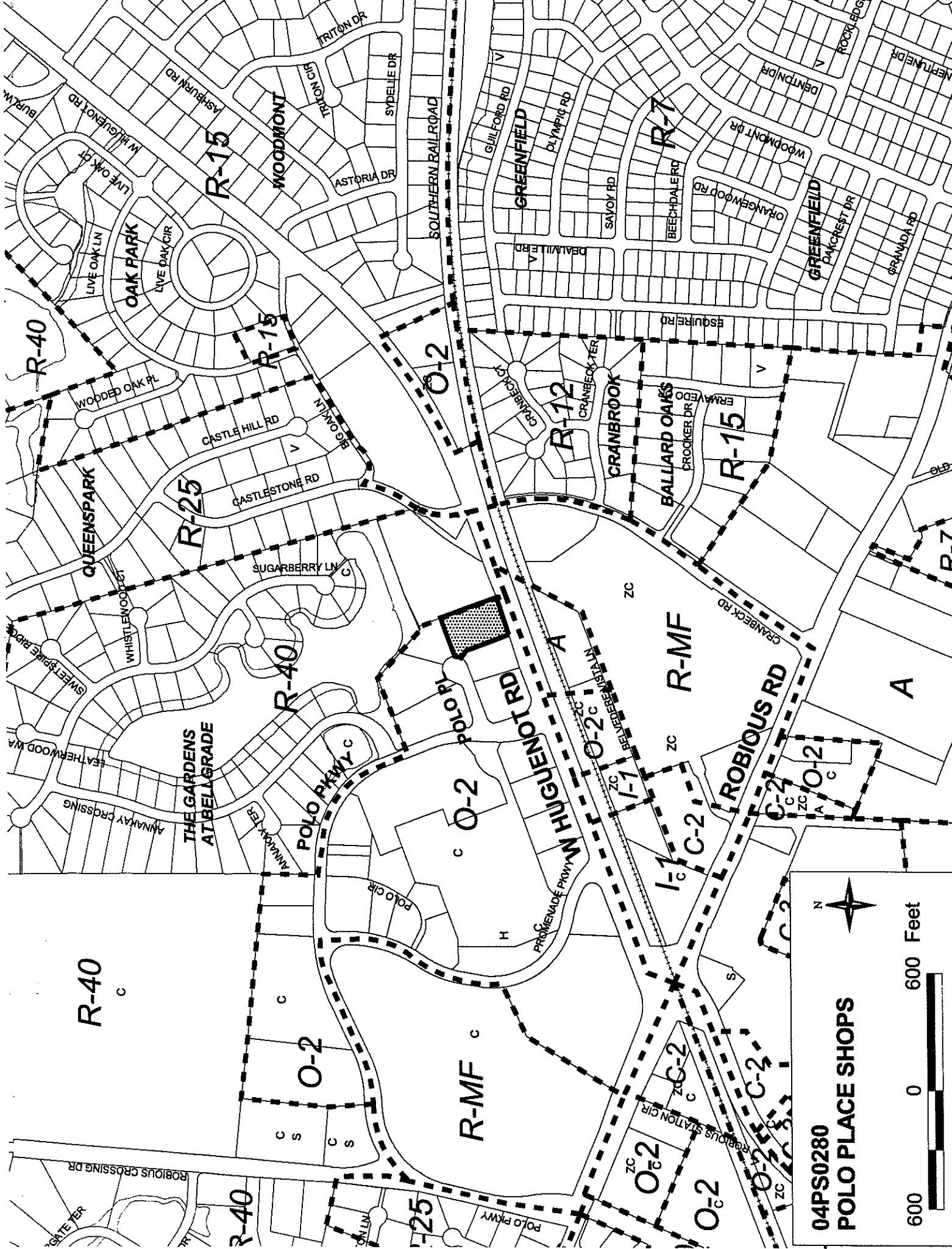
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